

74559-7

2/15/2013

1/17

**U.S. ENVIRONMENTAL PROTECTION
AGENCY**

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

EPA Reg.

Number:

74559-7

Date of

Issuance:

FEB 15 2013

Term of Issuance:

Conditional

Name of Pesticide Product:

Alice

NOTICE OF PESTICIDE:

 x Registration
 Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Technology Sciences Group Inc.
c/o Virox Technologies, Inc.
1150 18th Street, Suite 1000
Washington, DC 20036

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec 3(c)(7)(a) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.
2. Make the labeling changes listed below before you release the product for shipment:
 - a. Revise the "EPA Registration Number to read, EPA Reg. No. 74559-7".

Signature of Approving Official:

Marshall Swindell
Product Manager Team-33
Regulatory Management Branch I
Antimicrobials Division (7510P)

Date:

FEB 15 2013

b. The following revisions must be made to the proposed label:

- Add the statement “the product is not recommended for use on carpets made from polypropylene/olefin fibers. Submitted efficacy data did not support claims made to this type of carpet fiber.
- On page 1, the following language must be removed underneath the Product Name must be removed:
 - (Insert usage site)
 - Sanitizer (where the term is used multiple times)
 - Destroyer and eliminator Fast Acting
 - Carpet Spot and Stain Sanitizer for pet messes
 - Cleaner (where the term is used multiple times)
 - Pet and Stain (where the terms are used multiple times)
 - Dual Action, Triple Action, Multiple Purpose (where the terms are used multiple times)
 - Antibacterial (where the term is used multiple times)
 - All terms in reference to “booster”
 - Large area sanitizer
- On page 2, delete most of the Recommended Use (Location) table. The only use acceptable for this table is for soft surfaces. The product is being marketed for treatment soft surface areas. The use sites in this section are for non-hard porous surfaces.
- On page 3, Under Directions for Use, contact times must be added “to spot sanitize” and “To use as a precleaner (sanitize[r])”.
- All references throughout the label that states “(x)” in conjunction with a claim for “minutes” or “hours” must be qualified with the actual contact time.
- On page 5, the claim (spot clean and) must be removed. The way the claim is worded, the term may give the impression that “cleaning” is associated with pesticidal activity.
- All references throughout the label that states “‘eliminates’, ‘controls’, ‘sanitizes and eliminates...allergens’, ‘permanently’ or ‘removes (x%)’ in conjunction with the term “allergen” must be removed. These terms are false and misleading and may imply pesticide prevention. Moreover, no data were submitted to support the claims.
- On page 5, the reference “(x%) of (bacteria)” must be qualified to “99.9% of bacteria”.
- On page 5, include the “ATCC numbers” for the organisms listed.
- All references throughout the label that states “Controls”, “destroys”, “eliminates” and “eliminates... the growth” in conjunction with the term bacteria” must be removed. The term is false and misleading because it implies that the product will kill a wide variety of different bacteria.

- On page 7, the following claims must be removed:

- Boost cleaning performance to also sanitize
- Sanitization 'boost'
- Boost your cleaning results with proven sanitizing power
- Improve your cleaning results with proven sanitizing power

The claims are false and misleading because it may imply heightened efficacy. Some of the claims may give the impression that "cleaning" is associated with pesticidal activity.

- On page 7, the claim "Large area sanitizer" must be removed. The directions for use of this product specify that sanitization is to occur for spot treatment areas.
- On page 7, remove the statements, "Goes beyond normal cleaning"; "Kills bacteria for a deep down clean"; and "Kills bacteria that ordinary cleaners don't". These terms are false and misleading because implies that "cleaning" has heightened efficacy.
- On page 8, delete "(& more)". The term is broad and ambiguous.
- On page 11, remove the claim, "No resoiling". The term is false and misleading because it may imply that the product has residual activity.
- On page 11, remove the statement, "Safe for all carpets". This statement is misleading since efficacy data did not support use on all types of carpet fibers.
- All of the following claims listed throughout the label must be removed:
 - Protects families
 - Healthier Homes
 - Healthy Home
 - Designed with families...
 - Safe for families
 - Safe for children and pets
 - Family friendly
 - Pet and family friendly

The claims are false and misleading and imply safety around families and children. Pesticide products are considered toxic and must be used according to labeling directions. No product has absolute safety.

- On page 11-12, the following claims must be removed:
 - Non-irritant to skin and eyes
 - Non-irratant to skin
 - No need for gloves
 - Non-irritant to eyes
 - Gentle on your soft surfaces
 - Friendly to your soft surfaces
 - Mild
 - Safe
 - Gentle...for your carpet

- Safe and gentle for your carpet
- Gentle on your carpet
- Gentle

- Proven to work with fading, discoloring, damaging

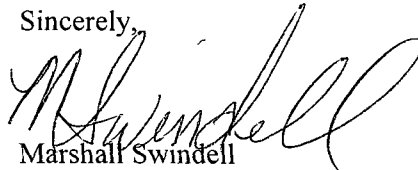
The claims are false and misleading and imply safety.

- On page 12, remove the term "Simple Power". The term is false and misleading because it may imply heightened efficacy.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records. Submit one (1) copy of your final printed labeling prior to release of this product for shipment. If you have any questions concerning this letter, please contact Demson Fuller at (703) 308-8062.

Sincerely,



Marshall Swindell
Product Manager Team-33
Regulatory Management Branch I
Antimicrobials Division (7510P)

Enclosure: (Stamped Label)

5/17

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(MASTER LABEL)
Alice (Name TBD)

(Alternate Brand Names: BISSELL, Woolite, Pawsitively Clean)

SOFT-SURFACE (AND CARPET) [SANITIZER] - [CLEANER] -
[DEODORIZER] - [ANTIBACTERIAL]

~~[(insert usage site) sanitizer], [Fast acting (insert usage site) sanitizer];~~
~~[Bacteria (destroyer) (killer) (eliminator) (reducer)], [Spot and Stain (insert usage site)~~
~~Cleaner], [(insert usage site) Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose)~~
~~Cleaner], [(Pet) Stain and Odor Remover and Sanitizer], [(Pet) Stain and Odor~~
~~Eliminator and Sanitizer], [Carpet (Spot and Stain) Sanitizer (for pet messes)], [(One-~~
~~step) (Dual Action) (Triple Action) (Multi-Purpose) Cleaner (and/or) Sanitizer (and/or)~~
~~Deodorizer], [Formula for (carpet) (&) (upholstery)], [Deep (Spot) Clean(er) +~~
~~Sanitize(r)], [(Sanitization) (Sanitizing) (Antibacterial) (Treatment) (Boost(er)) (Pretreat(er))~~
~~(Preclean(er))], [(Large) area sanitizer], [Tough Stain (Treatment) (Boost(er))~~
~~(Pretreat(er))], [Sanitizer (and/or) Cleaner]~~

Active Ingredient:

Hydrogen Peroxide..... 0.5%

Other Ingredients: 99.5%

Total: 100.0%

EPA Reg. No.: 74559-xx

EPA Est. No.: [6297-MI-001] OR [74559-CAN-001]

[Note to reviewer: lot code letters indicate manufacturing location]

ACCEPTED
with COMMENTS
in EPA Letter Dated:

FEB 15 2013

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 74559-7

Keep out of Reach of Children

Manufactured [by] [for]:

Bissell Homecare, Inc.

2345 Walker Rd, NW

Grand Rapids, MI 49501

Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or
imprinted directly on the packaging.)

Bissell Soft Surface Manual; EPA Reg. No. XXXX

Proposed Master Label

September 20, 2012

Page 1 of 13

SUBMISSION

All around the house	Car (s) (Truck(s))		Sunroom (s)
All around the home	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Areas	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)	Lockers	Soft surfaces
Baby's Room(s)	Den (Study)	Mobile Home (s)	
Basement(s)	Dining Room (s)	Mud Room(s)	
Bathroom(s)	Dorm (s)	Nursery (Nurseries)	
Bedroom(s)	Family room (s)	Office(s)	
Boat(s)	Garage(s)	Pet area(s)	
Cabin(s)	Home	Playroom(s)	
Camper(s)	House	Public places	
		Studios	

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U.S. DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
WASHINGTON, D.C. 20535
74567

Carpet(s)	Stairs	(Couch(es)) (Sofa(s))	Mattress(es) (Covers)
Upholstery	On soft surfaces throughout your (house)(home)	(Upholstered) chairs	Blankets
Fabric	Back (School) packs	(Upholstered) couches	Car Seats (Upholstery)
Pet Areas	Bathroom mats (rugs)	(Upholstered) furniture	(Dog) (Pet) (beds) (bedding)
Soft (household) surfaces	Bedding (Bedspreads)	Hamper(s)	Laundry bags
(Fabric) Gym bags	Blankets (Comforters)	Draperies	Shoe interior(s)
(Fabric) Laundry bags	Box Springs	Duvet cover(s)	Cushions
(Fabric) Shower curtains	(Canvas) (Fabric) (Shoes) (Sneakers)	Upholstery	Pillow(s)
(Fabric) Window treatments	(Cotton) (Fabric) purses	Bedding	Stuffed animals
Kitchen mats	Entry rugs	Office	Frieze (carpet)
(Kitchen) (Household) seat cushion(s)	Diaper bag(s)	(Area) Rug(s)	Berber (carpet)
Slippers	Curtains	Plush (carpet)	Loop (carpet)
Sleeping bag(s)	Saxony (carpet)	Shag (carpet)	Carpet Tiles

7/17

ACCEPTED

After Dated:

FEB 15 2013

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 74569-7

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and carpet safety: Before you clean, test a small, hidden area for colorfastness and examine when dry. If color is affected, do not use. Before using this product on upholstery, look for manufacturers cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Do not use on wool carpet.

Remove solid residue and blot excess liquid with a clean, colorfast, absorbent cloth.

For use on carpet:

To spot clean & sanitize: Spray a light even coating on soiled area until damp. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry. (Vacuum.) (Deep clean following your machine's guide.)

To spot clean: Spray on soiled area until damp. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

To spot sanitize: Spray a light even coating on area until damp. Let air dry. Vacuum.

To deodorize or freshen: Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry. Vacuum.

To use as a precleaner (pretreat) (& sanitize(r)): Shake well, turn nozzle to spray position and spray a light even coating over soiled area (until damp). (Deep clean following your machine's guide.)

(may include graphics)

For use on soft surfaces other than carpet:

To spot clean & sanitize: Spray a light even coating on soiled area [fabric] until damp. Allow area to remain wet for 1 minute. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains or heavy fabrics). Let air dry.

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

To spot clean: Spray on soiled area until damp. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

To spot sanitize: Spray a light even coating on area [fabric] until damp. Area must remain wet for 1 minute. Let air dry. Repeat as needed (for stubborn stains or heavy fabrics)

To deodorize or freshen: Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry.

(may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.bissell.com]

[Woolite brand

Questions or comments: Call 1.800.451.7847 Visit our website at
www.woolitecarpet.com

Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.pawsitivelycleanpet.com]

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

[Made in (insert country of manufacture origin)]

ACCEPTED
with 100% satisfaction
under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, and as a pesticide,
registered under EPA Reg. No. 74559-7

FEB 15 2013
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

* Kills 99.9% of (Enterobacter aerogenes)(and)(Staphylococcus aureus)(Staph) on (insert usage surface).

** Non-living allergens including: Pollen, Pet dander, Dust mite allergen(s)

(Sanitizing claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in ~~60 minutes~~

~~(X minutes)~~ is all it takes to (spot clean and) kill 99.9% of bacteria* on (insert usage surface)

Kills 99.9% of bacteria*

Kills 99.9% of bacteria* in ~~1 minute~~ (s)

* Sanitizes (insert usage surface) in ~~1 minute~~ (s)*

(Sanitizes) in only ~~1 minute~~ (s) Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) ~~(allergens)~~ (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

~~Eliminates 99.9%~~ of (bacteria*) and (allergens**)

Removes ~~(99.9%)~~ (of) allergens**

~~Eliminates 99.9%~~ (of) allergens**

~~(Eliminates 99.9%)~~ (common) allergens**

Leaves (insert usage surfaces) (clean and sanitized) (cleaned, sanitized, deodorized) (sanitized)

(Deep) Cleans, sanitizes, refreshes (insert usage site) (pet messes)

(Deep) (Cleans) (+) (sanitizes) (+) (deodorizes) (+) (and) (freshens) in one easy step

(2 in 1) (Dual Action) (3 in 1) (Triple Action) (4 in 1) (All in One) (formula) – (cleans)

(sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of enterobacter aerogenes and staphylococcus aureus (staph) on (insert usage site) (in ~~1 minute~~) ~~(X minutes)~~*

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* (in ~~1 minute~~) ~~(X minutes)~~ (())

Kills 99.9% of bacteria* on (insert usage site) for a ~~(one time clean)~~ (deep down clean)

Kills 99.9% of household bacteria* on (insert usage site)

(Kills) ~~(destroys)~~ ~~(eliminates)~~ 99.9% of (staphylococcus aureus) (staph) (and) (enterobacter aerogenes) (in ~~1 minute~~) (())

(Kills) ~~(destroys)~~ ~~(eliminates)~~ 99.9% of (staphylococcus aureus) (staph) (and) (enterobacter aerogenes)(for spot treatment) on (insert usage site)

ACCEPTED
with 100%
in EPA Reg. No. 74559-7
FEB 15 2013

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended for the pesticide,
registered with EPA Reg. No. 74559-7

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To eliminate 99.9% of bacteria* on (insert usage site)
Kills 99.9% of bacteria* in (only) (X minutes)
Kills 99.9% of bacteria* on (insert usage site) in ((only) X minutes))
~~Kills bacteria* (that ordinary cleaners don't)~~
~~Kills bacteria* for a (healthier home) (deep down clean)~~
Sanitizes (insert usage site)

(Both) Cleans & Sanitizes better than cleaning alone
Cleans & Sanitizes in ~~2~~ minutes
(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) ~~(eliminates)~~ *eliminates*
~~allergens**~~ *sanitizes -*
allergens

One step clean(s) and sanitizes(s)
~~Neutralizes, reduces, and prevents~~ the growth of bacteria*
~~Controls the growth of bacteria*~~

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial

Leaves (insert usage site) sanitary

~~Helps prevent your family~~

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) (Cleans), (Sanitizes), (Deodorizes), (Freshens), (Removes Allergens**) in (one)
(1) easy step

(Deep) (Cleans) (+) (Sanitizes) (+) (Deodorizes) (+) (Freshens) (+) ~~(Removes~~
~~Allergens**)~~ (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and)

~~(eliminates allergens**)~~

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates
allergens**)

2 in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and)
~~(eliminates allergens**)~~

3 in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and)
~~(eliminates allergens**)~~

4 in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and)
~~(eliminates allergens**)~~

5 in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and)
~~(eliminates allergens**)~~

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

ACCEPTED
with COMMENTS
in EPA Letter Dated:

FEB 15 2013

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended for the pesticide,
registered under EPA Reg. No. 74559-7

11/17

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

~~Boosts cleaning performance to also sanitize~~

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization boost

~~Boost your cleaning results with proven sanitizing power~~

~~Improve your cleaning results with proven sanitizing power~~

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, ~~bacteria*~~, and allergens**

~~Go beyond surface cleaning~~

~~Go beyond surface cleaning~~

~~Go beyond surface cleaning~~ - unique penetrating action thoroughly cleans and sanitizes deep down into the carpet fibers

Deep cleaning formula that provides dramatically better cleaning performance and sanitizes at the same time

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

Destroys tough odors and bacteria*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria*, and allergens**.

(Removes) (Eliminates) bacteria*

(Sanitization)(Sanitizing)(Antibacterial) Treatment

~~(Pet) Stain and odor remover and sanitizer~~

Powerful stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosens (tough) stains

(Spot removal)(Clean) (+)(&) Sanitize for a more (effective)(powerful) clean

(Spot removal)(Clean) (+)(&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Goes beyond normal cleaning, cleans & sanitizes

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Cleaning claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

ACCEPTED
with ~~Comments~~
in ~~Comments~~ Dated:
FEB 15 2013

Under the Federal Insecticide,
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registered under Filing No.

74555-7

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)
Spot treatment for (pet stains and odors) (insert usage site)
Cleans tough (pet spots) (spots) (and) (pet stains) (stains)
(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)
~~(Permanently)~~ (removes) ~~(eliminates)~~ dirt, dust, and common allergens** from (insert usage site)
(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), ~~(pet stains)~~
(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)
Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)
Eliminates deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
Deep down clean(ing) ~~(for a thorough clean)~~
For a deep (down) clean
Cleans (insert usage site)
Cleans everyday (pet) messes
(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing
No (hard) scrubbing required
(Foam) (Bubbles) work hard on (tough) (dirt) (spots) (and) (stains)
Foaming action works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)
Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)
Penetrates for a (complete) (deep) clean
Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)
Leaves (insert usage surfaces) (clean and fresh)
Best (BISSELL) formula for cleaning (usage site)
Removes tough dirt and grime
Unbeatable cleaning
Fast and effective cleaning
Safely (removes) (eliminates) tough odors and soils
Cleans the toughest (stains) (and) (soils)
Cleans tough (stains) (and) (soils)
Powerful (penetrating) clean
Deep clean beyond what's seen™
Deep down cleaning
For a thorough, deep down clean
For a deep clean
Cleans beyond the surface
Enhanced cleaning performance ~~(for a thorough clean)~~
Improve(s)(d) cleaning performance to deep clean beyond what's seen
Improve(s)(d) cleaning performance (with sanitization) ~~(for a thorough clean)~~

ACCEPTED
with COMMENTS
FEB 15 2013

Under the Federal Insecticide,
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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

For a healthier home

Boosts (deep) cleaning performance (for a healthier home)

Boosts (deep) cleaning (for a healthier home)

Improve(s) (deep) cleaning performance (for a healthier home)

Makes deep cleaning more effective

1st step in spot & deep cleaning

(Deodorizing claims)

Doesn't just mask (pet) odors

Eliminates (pet) odors(,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens home with the scent of (fragrance name)

Freshens (insert usage site)

Refreshes (insert usage site)

Lightly scented

(Leaves behind a) Clean, Fresh Scent

Leaves a fresh, clean scent

Leaves a light, clean scent

Leaves a fresh scent

Fresh, clean scent

Fresh & clean

Deodorizes

Freshens

Deodorizes & freshens

Deodorizes & freshens, leaving a light (fresh), clean scent

Lifts (pet) odors and freshens

Eliminates the toughest (pet) odors at the source

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage site)

Refreshes (insert usage site)

Leaves (insert usage site) deodorized

Lightly scented and suitable for frequent use

Full day freshness

For ultimate freshness

Leaves (insert usage site) smelling (refreshed) (fresh) (clean)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site)

Leaves your (insert usage site) free of (pet) odors

Keeps (insert usage site) smelling fresh

Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site)

Neutralizes, reduces, and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

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Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended for the pesticide,
registered under EPA Reg. No. 74559-7

(Fresh) (Clean) (fragrance) (scent)
(Effectively) (effective to kill) (kills) odor causing bacteria
Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them
Kills odor causing bacteria on (insert usage site)
(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)
Kills odor causing bacteria on (insert usage site)
Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)
(Antimicrobial) kills odor causing bacteria
Kills odor causing bacteria on (insert usage site)
Prevents (buildup of) odors by killing odor causing bacteria on (usage site)
Eliminates odor causing bacteria
Kills odor causing household bacteria
Kills (odor causing) bacteria leaving (insert usage site) smelling fresh
Removes tough (pet) odors and soils
Freshens while killing odor causing bacteria
Leaves (rooms) (home) smelling fresh and clean
(insert usage site) (Pet) Spot and stain deodorizer
(insert usage site) (Pet) Deodorizer
(Insert usage site) (Pet) Odor Neutralizer
(Insert usage site) (Pet) Odor Eliminator
(Insert usage site) Refresher
Clean and fresh scent
Removes odors + provides a clean, light scent

(General Usage Claims)

Get a true clean (with) (this product)
Okay (suitable) to use daily
(Okay) (suitable) for daily use
(Okay) (suitable) for weekly use
(Okay) (suitable) for monthly use
(Okay) (suitable) for regular use
(Okay) for everyday use
Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)
Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often
(Use on) (Designed for) (soft) (suitable for) surfaces that you and your family come in contact with everyday
Suitable for use on (insert usage site)
Great for use in any room of the house
Use throughout your house
Contains no heavy metals, optical brighteners or dyes
Bottle contains minimum of X% post consumer recycled plastic
Dye Free (formula) (technology)
(With) an active ingredient you can pronounce

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74559-7

No harsh odor
~~Gentle on your soft surfaces~~
~~Safe for all carpets (including nylon & stain-resistant carpets).~~
~~Leaves carpet safe for children and pets when used as directed~~
~~Friendly to your (soft) surfaces~~
~~Mild enough for everyday use~~
Leaves no harmful residue
~~No (harmful) residue~~
No (harsh) chemical residue
~~Non-staining~~
~~Great for homes with pets and kids~~
No-rinse formula
Effective, family friendly ~~cleaner you can trust~~
~~Family friendly & pet friendly~~
~~Family & pet friendly~~
~~Family friendly~~
~~Pet friendly~~
~~Non-irritant to skin & eyes~~
~~Non-irritant to skin~~
~~No need for gloves~~
~~Non-irritant to eyes~~
~~No need for gloves~~

Approved
with [redacted] [redacted]
in EPA [redacted]
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Reg. No. [redacted] Reg. No. 74559-7

(Carefully) (Consciously) ~~designed with families, pets in mind~~
(Carefully) (Consciously) ~~designed with families and pets in mind~~
(Ingredients) ~~designed with (kids) (families) (and) (pets) in mind~~
~~Designed with families and pets in mind~~
~~Designed with families members both human and pet in mind~~
~~Designed with families and furry friends in mind~~
~~Carefully designed with your family (& pets) in mind~~
~~Pet and family friendly formulas for peace of mind~~
~~A family friendly cleaner for a truly healthy home~~
This product is approved for use on (insert usage sites)
~~Safe for use on (insert usage sites)~~
Use on (insert usage sites) as a spot treatment
Suitable for use on (insert usage site)
Trusted heritage of hydrogen peroxide
~~Gentle cleaning for your carpet~~
~~Safe & gentle for your carpet~~
~~Safe for your carpet~~
~~Gentle on your carpet~~
~~Gentle clean~~
~~Gentle on (insert usage site)~~
~~Proven to work without (fading) (discoloring) (damaging) (insert usage site)~~
Powerful everyday cleaner that helps remove many spots and stains (including
(spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

- Connected with 13
on 2-3

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)

Dries in (x) minutes

Dries fast

Fast drying

Gentle mist dries in minutes

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites)

Everyday formula

(Suitable) For everyday use

Multi-purpose

Dual (Triple) Action

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, effective

Leaves no (harmful) residue

Suitable for use around the home

~~Designed for households with pets & kids~~

Easy to use

Makes (pet) cleaning easier

No rinsing required

Convenient to use- (cleans and sanitizes)

Ready to use

Simple application

~~Simple Power~~

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 in 1) Action (- saves you time)

(All in 1) ((2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

~~Gentle cleaning for your (insert usage site)~~

~~Safe & gentle for your (insert usage site)~~

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with 100% confidence
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MARKETING CLAIMS

(Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz) (X %) (more)

New {note to reviewer: use for first 6 months only}

New and improved {note to reviewer: use for first 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (Action)

(Dual) (Triple) Action

Advanced

All in 1

Complete Clean

Optional Logos and Pictograms:

AHP (logo)***

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